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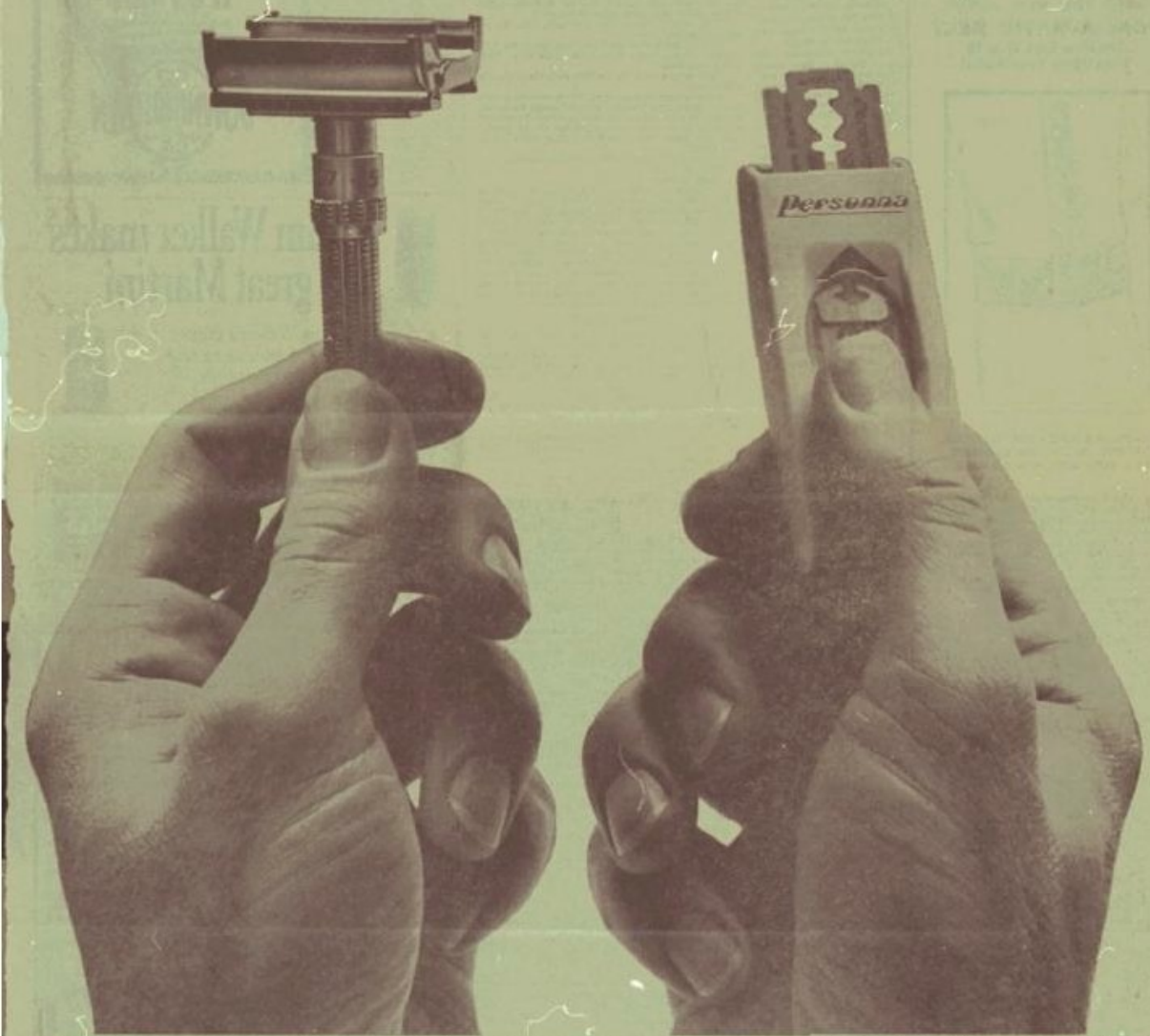
To get the best shave with the Gillette razor, use the New Electro-Coated Personna blade.



Personna likes to give credit where credit is due. And we feel Gillette makes the best razor. Razor. Not blade.

Because we feel we make today's best super stainless blade. The new Electro-Coated Personna.

We know this is a strong claim. And we know we can't make it unless we have the blade to back it up.

Which we do.

We're not just saying this on the basis of our own tests. We're saying it on the basis of work done by a leading independent research organization,* too.

The old way of finishing a blade was with a spray-on coating of miracle plastic. It was a hit or miss proposition.

We were looking for a more precise way to coat a blade, to give you a more comfortable shave. And we discovered a way to electro-stat the coating on. This creates a flawless fusion between blade and coating.

We also make an Electro-Coated injector blade. And a great razor to go with it.

Some day, we'll invent a double edge razor that's better than Gillette's. But for now, we're happy to settle for the best blade.

"Advanced Personna." The Electro-Coated Blade. Injector and Double Edge.

*A marketing research subsidiary of Computer Applications, Incorporated, New York, N.Y.

Source: https://www.industrydocuments.ucsf.edu/docs/jqvv0004
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